

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Cancelled).
2. (Currently amended) The system of claim ~~1~~ 62, wherein the data warehouse contains healthcare data.
3. (Currently amended) The system of claim ~~1~~ 62, wherein the data warehouse contains human resource data.
4. (Currently amended) The system of claim ~~1~~ 62, wherein the data warehouse contains financial data.
5. (Cancelled).
6. (Currently amended) The system of claim ~~1~~ 62, wherein said inferencing engine generates and outputs ~~a the~~ the personal interest graph (PIG) ~~created for the user based on data rules.~~
7. (Currently amended) The system of claim ~~5~~ 62, wherein said inferencing engine generates and outputs ~~a the~~ the personal interest graph (PIG) created for the user based on data rules, said system further comprising:
 - a display for displaying information selected from said content store based at least in part on the PIG.
8. (Currently amended) ~~A The system for providing personalized content to a user, comprising:~~ of claim 62, wherein the
 - ~~a data warehouse that stores user data corresponding to a user;~~
 - ~~an ontology;~~
 - ~~an~~ inferencing engine that generates consequences based on information in said data warehouse, ~~wherein~~ wherein said user data is tagged in accordance with said ontology, and ~~wherein~~ wherein the inferencing engine generates and outputs a list of the linked weighted nodes.

9. (Currently amended) The system of claim-~~5~~ 62, further comprising a display for providing a personalized view of said content for said user.

10. (Currently amended) The system of claim-~~5~~ 62, further comprising a display for providing a personalized view of said content regarding said user for a third party.

11. (Currently amended) The system of claim-~~4~~ 62, wherein said user data includes click stream data.

12. (Currently amended) The system of claim-~~4~~ 62, wherein said user data includes source data.

13. (Currently amended) The system of claim-~~4~~ 62, wherein said user data includes explicit data.

14. (Currently amended) The system of claim-~~4~~ 62, wherein said user data includes implicit data.

15. (Currently amended) The system of claim-~~4~~ 62, further comprising a third party user obtaining a personalized view of said user, wherein the third party user is displayed information relating at least in part to said user's personalized view.

16. (Currently amended) The system of claim 15, wherein the third party provides information to said user related to said displayed information.

17. (Original) The system of claim 15, wherein the third party provides information regarding said user to another, other than said user.

18. (Cancelled)

19. (Cancelled).

20. (Currently amended) The electronic process of claim-~~49~~ 25, wherein said drawing

conclusions step is performed by at least one inferencing engine.

21. (Currently amended) The electronic process of claim—19_25, wherein said receiving user data step includes receiving healthcare data related to said user.

22. (Currently amended) The electronic process of claim—19_25, wherein said receiving user data step includes receiving human resource data related to said user.

23. (Currently amended) The electronic process of claim—19_25, wherein said receiving user data step includes receiving financial data related to said user.

24. (Currently amended) The electronic process of claim—19_25, further comprising the step of:

generating a personal interest graph (PIG) regarding a user based on data rules.

25. (Currently amended) An electronic process for drawing conclusions for personalized content relating to a user, comprising the steps of:

receiving user data corresponding to a user;

tagging said user data in accordance with an ontology, the ontology having a collection of nodes representing related concepts and a plurality of relationships among the collection of nodes; and

drawing conclusions over at least said tagged user data; and~~The electronic process of claim 19, further comprising the steps of:~~

generating and outputting a list of weighted nodes.

26. (Currently amended) The electronic process of claim—19_25, further comprising the step of:

displaying said conclusions to said user.

27. (Currently amended) The electronic process of claim—19_25, further comprising the step of:

displaying said conclusions to a third party.

28. (Currently amended) The electronic process of claim ~~49~~ 25, further comprising the steps of:

receiving content;
tagging said content in accordance with the collection of nodes of said ontology.

29. (Currently amended) The electronic process of claim ~~49~~ 25, further comprising the step of:

enhancing said user data with at least one of click stream data, source data, explicit data, and implicit data.

30. (Currently amended) The electronic process of claim ~~49~~ 25, further comprising the steps of:

separately storing said tagged user data in a data mart, and
analyzing said separately stored tagged user data.

31. (Cancelled).

32. (Currently amended) The computer system of claim ~~34~~ 34, wherein said means for drawing conclusions further comprises:

means for drawing inferences.

33. (Currently amended) The computer system of claim ~~34~~ 34, further comprising:
means for generating a personal interest graph (PIG) regarding a user based on data rules.

34. (Currently amended) A computer system for drawing conclusions for personalized content relating to a user. ~~The computer system of claim 31, further comprising:~~

means for receiving user data corresponding to a user;

means for tagging said user data in accordance with an ontology, the ontology having a collection of nodes representing related concepts and a plurality of relationships among the collection of nodes;

means for drawing conclusions over at least said tagged user data; and

means for generating and outputting a list of weighted nodes.

35. (Currently amended) The computer system of claim ~~34~~ 34, further comprising:
means for displaying said conclusions to said user.

36. (Currently amended) The computer system of claim ~~34~~ 34, further comprising:
means for displaying said conclusions to a third party.

37. (Currently amended) The computer system of claim ~~34~~ 34, further comprising:
means for receiving content;
means for tagging said content in accordance with the collection of nodes of said
ontology.

38. (Currently amended) The computer system of claim ~~34~~ 34, further comprising:
means for enhancing said user data with at least one of click stream data, source data,
explicit data, and implicit data.

39. (Currently amended) The computer system of claim ~~34~~ 34, further comprising:
means for separately storing said tagged user data in a data mart, and
means for analyzing said separately stored tagged user data.

40. (Cancelled).

41. (Cancelled).

42. (Currently amended) A computer-readable medium for storing a data structure,
said data structure comprising:

a first portion storing user data tagged in accordance with an ontology, the ontology
having a collection of nodes representing related concepts and a plurality of relationships among
the collection of nodes;

a second portion storing a weighting value associated with said user data~~The computer-~~
~~readable medium according to claim 41,~~ said second portion being part of a list of weighted
nodes.

43. (Currently amended) The computer-readable medium according to claim-41 42, said data structure forming a personalized interest graph.

44. (Currently amended) The system according to claim-4 62, wherein said user is de-identified in said data warehouse.

45. (Currently amended) The electronic process according to claim-49 25, said receiving step further comprising the steps of:

receiving user data relating to a de-identified user; and,
authenticating said de-identified user.

46. (Currently amended) The computer system according to claim-31 34, further comprising:

means for receiving user data relating to a de-identified user; and,
means for authenticating said de-identified user.

47. (Cancelled).

48. (Currently amended) A system for providing tagged content comprising:
a content store that stores content information;
an ontology, the ontology having a collection of nodes representing related concepts and
a plurality of relationships among the collection of nodes;
a first inferencing engine that generates consequences based on information in said
content store;

wherein said content information is tagged in accordance with the collection of nodes of
said ontology and ~~The system of claim 47, wherein~~ said consequences are a weighted list.

49. (Currently amended) The system of claim-47 48, wherein said consequences are a content information graph.

50. (Currently amended) The system according to claim-47 48, further comprising:
a data warehouse that stores tagged user data; and

a second inferencing engine that generates consequences based on said tagged user data.

51. (Original) The system according to claim 50, further comprising:

a comparator that compares the consequences of from said first inferencing engine with the consequences from said second inferencing engine.

52. (Cancelled).

53. (Currently amended) The electronic process according to claim ~~52~~ 55, further comprising the steps of:

storing tagged user data in a data warehouse; and

drawing second conclusions over at least said tagged user data.

54. (Previously Presented) The electronic process according to claim 53, further comprising the step of:

comparing the consequences of said drawing first conclusions step with the consequences of said second conclusions step.

55. (Currently amended) An electronic process for drawing conclusions for content comprising the steps of:

receiving content information;

tagging said content information in accordance with an ontology, the ontology having a collection of nodes representing related concepts and a plurality of relationships among the collection of nodes; and

drawing first conclusions over at least said tagged content information;~~The electronic process according to claim 52;~~

wherein said first conclusions are a weighted list.

56. (Currently amended) The electronic process according to claim ~~52~~ 55, wherein said first conclusions are a content information graph.

57. (Cancelled).

58. (Cancelled).

59. (Cancelled).

60. (Previously Presented) The system of claim 7, wherein the information selected from said content store based at least in part on the PIG comprises an article.

61. (Previously Presented) The system of claim 7, wherein the information selected from said content store based at least in part on the PIG comprises an advertisement.

62. (Previously Presented) A system for providing personalized content to a user, the system comprising:

- a data warehouse storing user data related to a user, wherein the user data comprises at least one of user-provided data, third-party-provided data, and click-stream data;

- an ontology including a hierarchical collection of linked nodes, wherein each node in the hierarchical collection of linked nodes represents a concept and the concepts of any two linked nodes being related to each other;

- an inferencing engine including a set of rules for making conclusions about the user based on the user data;

- a personalization interest graph for the user including the hierarchical collection of linked nodes from the ontology, wherein the nodes include weight values based on the user data and based on conclusions about the user made by the inferencing engine;

- a content store storing content tagged using the hierarchical collection of linked nodes from the ontology; and

- a processor configured to select tagged content from the content store based on the personalization interest graph for the user.

63. (Currently amended) The system of claim ~~4~~ 62, wherein a node in said collection of nodes is related to two or more ancestor nodes.

64. (Currently amended) The system of claim ~~4~~ 62, wherein tagging said user data

comprises associating said user data with two or more nodes in said collection of nodes.

65. (Currently amended) The computer-readable medium according to claim ~~41~~ 42, wherein a node in said collection of nodes comprises a list of references to two or more ancestor nodes.

66. (Previously presented) The system of claim 62, wherein at least one node in said hierarchical collection of linked nodes is linked to two or more ancestor nodes.

67. (Previously presented) The system of claim 62, wherein said selected tagged content comprises two or more tags, each said tag associated with a different node in said hierarchical collection of linked nodes.